

***Author of Smoke Free Federal Workplaces Act Applauds Anniversary of Family Smoking Prevention and Tobacco Control Act***

***Adler Wrote the NJ Law Which Banned Smoking in the Workplace***

Washington, D.C. – Congressman John Adler, who wrote New Jersey's Smoke-Free Air Act which prohibits smoking in all workplaces and places open to the public, applauded tough new rules that take effect today cracking down on tobacco marketing and sales to children, as well as rules requiring much larger health warning labels on smokeless tobacco products and banning the use of deceptive labels on cigarettes. The Congressman, who introduced legislation which would ban smoking in and 25 feet around all federal buildings, released the following statement:

"Tobacco-related illnesses have hurt families across this country," said Congressman John Adler. "This law will help prevent tobacco use by children and reduce tobacco-related illnesses. Tobacco is responsible for about one in five deaths annually. Tobacco companies need to stop deceiving consumers with deceptive labels and marketing practices."

The Family Smoking Prevention and Tobacco Control Act, which Congressman Adler voted for, was signed into law on June 22, 2009, and many key provisions of the law are into effect –a year after enactment. Currently, more than 3,500 young people try a cigarette for the first time each day, and another 1,000 will become new, regular smokers. One-third of these youth will eventually die prematurely as a result.

Congressman Adler's bill, The Smoke-Free Federal Workplaces Act would permanently prohibit smoking in and 25 feet around all federal building in all branches of government. In 2006, the U.S Surgeon General concluded that there is no safe level of exposure to secondhand smoke, which can also cause lung cancer and heart disease among adults who do not smoke. In fact, secondhand smoke is responsible for almost 50,000 deaths in the United States each year. The Congressman's bill has received the endorsements of the Campaign for Tobacco Free Kids, the American Cancer Society, the American Heart Association and the American Lung Association.

Below are some of the key provisions targeting tobacco marketing and sales to kids that take effect today:

## **Cracking Down on Tobacco Marketing and Sales to Kids**

- Bans all tobacco-brand sponsorships of sports and entertainment events;
- Bans virtually all free tobacco samples and giveaways of non-tobacco promotional items;
- Prohibits the sale of cigarettes in packs of less than 20 (eliminating so-called "kiddie packs" that make cigarettes more affordable and appealing to kids);
- Requires stores to place cigarettes and other tobacco products behind the counter and out of reach of children.
- Restricts vending machines and self-service displays to adult-only facilities.
- Places a national ban on the sale of tobacco products to people under age 18 (rather than the current state-by-state bans).

## **Banning Use of Deceptive Labels**

- Bans terms such as "light," "mild," or "low-tar," when marketing and selling cigarettes. For decades, the tobacco industry has used these terms to deceive the public into believing that some brands of cigarettes are less harmful than others and to discourage smokers from quitting. Many smokers erroneously believe that using these products help reduce the risks from smoking. This is false, and the tobacco industry has long known it is false. The FDA should conduct a public education campaign to ensure that smokers understand that the only proven way to protect their health is to quit.

## **Requiring Larger Warning Labels for Smokeless Tobacco**

- Requires larger, health warnings on smokeless tobacco products and advertising. Specifically, these warnings must cover 30 percent of package display panels and 20 percent of advertising. As smoking rates have declined and restrictions are where you can smoke have multiplied, tobacco companies have introduced new smokeless tobacco products and significantly increased marketing for them. The most recent government surveys have found that, while cigarette smoking has declined, smokeless tobacco has increased by more than 33 percent among 10th to 12th graders in recent years.